

## TOURISM

The mission under Tourism sector is to promote sustainable tourism by means of economic growth and social integration and to promote the image of Puducherry as a destination with a glorious past, a vibrant present and a bright future.

Puducherry's uniqueness lies in its Indo-French heritage, its spiritual ambience, cuisine, shopping and its unique handicrafts. With the active support of the stakeholders in the hospitality industry, Puducherry has now positioned as a weekend destination. The premier chain of Hotels had established their operation in Puducherry and nearly 30 quality hotels had come up and increased the room strength to nearly 3800 in the last four years. The prime objective is to increase the average stay of the tourist and create various touristic attractions with the active participation of private developers. Our ultimate aim is to develop a Southern Circuit which flavor, all the four regions of this Union Territory. Various projects and programmes are in progress and some are proposed in this year to achieve our goal.

### **Actual Physical achievements during 2009-2010**

- International Yoga Festival, Karaikal Carnival, Yanam Peoples Festival, Mahe Tourism Festival, World Tourism Day, Sand Image Festival, Masquerate Festival, Indian Classical Music Events were celebrated.
- Puducherry was selected for Shanghai World Expo 2010.
- Approval of the Government of India was obtained for signing MoU between Government of Puducherry and cities, La Rochelle and Villeneuve-sur-lot in France for tourism promotion.
- First time, the French Government has celebrated Bonjour India Festival in Puducherry in association with Department of Tourism, Government of Puducherry.
- First time in February 2010, a Vintage Car Rally was celebrated in Puducherry.
- The destination "Puducherry" was showcased as favourable tourist destination in the travel & tourism fairs held at various places in India. (12 fairs).
- Destination Marketing-Media Plan was started from November 2009.

- Every second Saturday of each month, a Music Programme “Sec Sat” was organized in Puducherry.
- Rs.3.00 crores has been released to Thirumala Thirupathi Devasthanam, Government of Andhra Pradesh for allotment of 1000 sq. yards of land at Thirumala for construction of Guest House.
- Water Sports Equipments like jet-ski, pontoon were purchased.
- Rive View Cottages at Chunnambar has been constructed and inaugurated.
- Share Capital assistance was released to PTDC.
- Eco beach project at Karaikal was completed and inaugurated.
- Walkway along the river Arasalar in Karaikal was completed and inaugurated.
- Grant-in-aid was released to Pondicherry Institute of Hotel Management and Catering Technology as grant-in-aid for construction of institutional building.
- HUDCO was appointed as consultant for preparation of Detailed Project Report for development of Bahour, Kirumampakkam and Oussudu lakes as tourist spot.

### **Physical and anticipated achievements during 2010-2011**

- Puducherry Pavilion at Shanghai Word Expo 2010 from May 2010 to October 2010 held in China.
- Acquisition of land at Ariyankuppam for development of Arikamedu as tourist destination.
- Acquisition of land at Karaikal for development of Thirunallar Temple Town
- Construction of box culvert for the sewage pipe lines crossing the runway of Puducherry airport.
- Preparation of Pre-Feasibility Report for the following projects proposed under Public Private Partnership mode.
  - Five Star Resort at Murungapakkam in Puducherry.
  - Water Park at Murungapakkam in Puducherry.
  - Family Entertainment Centre in Puducherry.
  - Family Entertainment Centre in Karaikal.
  - Family Entertainment Centre in Mahe.

- Operating the shops newly constructed in Eco Beach at Karaikal and the Restaurant in the Water Sports Complex at Mahe thorough private participation.
- Grant of financial incentive to Star Classified Hotels and other tourism projects in the Union Territory.
- Signing of MoU with the city La Rochelle in France for tourism promotion.
- Showcasing the destination in the Domestic and International travel tourism fairs and events.
- Silver jubilee celebration of “Puducherry Tourism”
- Various attractive events like International Yoga Festival, Shopping Festival, Yanam People’s Festival, Mahe Maha Utsav, Petanque Festival, Community Kolam Festival, Sand Image Festival, Freedom Jam, Vintage Car Rally, Drama Festival, Espirit de Pondicherry and Indian Classic Music Festivals will be celebrated.

#### **Proposed physical target for the Annual Plan 2011-12**

- Development of Arikamedu, Kirumampakkam lake, Bahour lake, Oussudu lake, Chunnambar, Arts & Crafts Village, Wellness Centre, Botanical Garden, Urban Forest, Maritime Museum, Art Gallery and Art Museums are proposed in Puducherry.
- Eco Park, development of Nallambal lake are proposed at Karaikal.
- Second and third Phase development of Walkway along the Mahe river and development of Heritage precinct are proposed at Mahe.
- Botanical Garden and landscaping and beautification works around Yanam tower and walkway along the river Gothavari and Eco Cottages in Island 2 are proposed at Yanam.
- Operationalization of Puducherry Airport.
- Developing Five Star Resort, Water Park, Family Entertainment Centre and Special Tourism Zone in Puducherry under PPP mode.
- Using modern technology for the better utilization of Tourist Information and also proposed to setup a 24 x 7 Call Centre for tourism information through outsourcing.
- Execution of Thirunallar Temple Town Development Project.

- Execution of 'INTAC' Beach Beautification Project (II Phase)
- Construction of Family Entertainment Centre in the Old Excursion Centre Complex, Beach Road, Karaikal through PPP mode.
- Setting up of mini Planetarium at Thirunallar
- Construction of additional Tourist Home Block at Koilpathu.

**Strategies proposed and policy focused for 2011-12**

- Public Private Partnership in developing tourism infrastructure and attractions.
- Developing touristic attractions and infrastructure from the state fund through PTDC.
- Providing more Share Capital Assistance to PTDC.
- Obtaining Central Financial Assistance for major developmental activities.
- Developing and Promoting Rural Tourism.
- Destination Marketing.

## OUTLAY AT A GLANCE

Sector : TOURISM

No. of Schemes : 9

Department : TOURISM

(₹ in lakh)

Eleventh Five Year Plan 2007-12 Approved Outlay	:	32441.90
Annual Plan 2007-09 Actual Expenditure	:	4829.87
Annual Plan 2009-10 Actual Expenditure	:	2186.60
Annual Plan 2010-11 Approved Outlay	:	6158.00
Annual Plan 2010-11 Revised Outlay	:	8141.00
Annual Plan 2011-12 Proposed Outlay	:	6170.00

(₹ in lakh)

Sl. No.	Name of the Scheme	Eleventh Five Year Plan 2007-12	Annual Plan 2007-09	Annual Plan 2009-10	Annual Plan 2010-11		Annual Plan 2011-12
		Approved Outlay	Actual Expdr.	Actual Expdr.	Approved Outlay	Revised Outlay	Proposed Outlay
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)

### **Tourism**

1.	Creation and Maintenance of Tourism Infrastructure, Products, Civil aviation and Initiatives	21446.44	1832.94	492.63	1398.04	1476.88	1059.00
2.	Development of Aricamedu project	--	--	--	--	1900.00	500.00
3.	Tourism Promotional Activities	4600.00	897.74	619.18	710.00	649.48	650.00
4.	Grant-in-aid, Share Capital Assistance to Corporation and Institutions and Joint Venture	2447.01	1021.07	404.67	350.01	350.01	350.00

(₹ in lakh)

Sl. No.	Name of the Scheme	Eleventh Five Year Plan 2007-12	Annual Plan 2007-09	Annual Plan 2009-10	Annual Plan 2010-11		Annual Plan 2011-12
		Approved Outlay	Actual Expdr.	Actual Expdr.	Approved Outlay	Revised Outlay	Proposed Outlay
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
5.	Strengthening of Tourism Department	1310.44	532.54	153.79	161.95	149.90	161.00
6.	Tourism Incentives and subsidies	1000.01	--	360.90	380.00	173.73	280.00
7.	Creation of infrastructure facilities in tsunami affected areas	913.00	302.00	7.43	--	--	--
	Negotiated Loan	--	--	--	3000.00	3283.00	3000.00
	<b>Sub-total</b>	<b>31716.90</b>	<b>4586.29</b>	<b>2038.60</b>	<b>6000.00</b>	<b>7983.00</b>	<b>6000.00</b>
	<b>Guest House, New Delhi</b>						
8.	Maintenance of Government Guest House, New Delhi	400.00	149.15	81.72	83.00	83.00	90.00
	<b>Guest House, Chennai</b>						
9.	Maintenance of Government Guest House, Chennai	325.00	94.43	66.28	75.00	75.00	80.00
<b>Total</b>		<b>32441.90</b>	<b>4829.87</b>	<b>2186.60</b>	<b>6158.00</b>	<b>8141.00</b>	<b>6170.00</b>